DERMAPRINT™
SKIN ANALYSIS
PART I
Founded in 1976, ONLY YOURx Skin Care Built its Reputation on being “The Clinical and Customizable” Line With Emphasis on Products and Techniques Created for Corrective Skin Care That Offer Genuine Results
ONLY YOURx
Pioneered the Development of a
Skin Analysis ‘system’ called
DermaPrint™ Skin Analysis
And the Development of Custom Blending
in both Retail Products and Professional Treatments
In 1978 ONLY YOURx Founded

THE AMERICAN INSTITUTE OF ESTHETICS

The First Post-Graduate Esthetic Institute in the U.S.

In 1978 ONLY YOURx Founded

The American Institute of Esthetics

The First Post-Graduate Esthetic Institute in the US
The Key to Success With ONLY YOURx

“DermaSolutions” – our ‘System’
Is the most accurate, comprehensive and effective system for analyzing and solving skin care needs

• DermaPrint™ Guides the Professional to individualize a skin care program for each client’s specific needs

• It is the only Proactive system in the industry
  * Addresses multiple, complex skin conditions
  * Guides professional to the appropriate:
    Treatment & Treatment Series Program

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INGREDIENTS USED BY ONLY YOURx

Holistic Health is the heart of our philosophy, employing the use of natural, sustainable botanical extracts and the latest scientific ingredients.

- No Parabens, Sulfates or Animal-Derived Ingredients
- Cruelty-Free, Eco-Friendly Products

Ingredients Used by ONLY YOURx

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- No parabens, Sulfates or Animal-Derived Ingredients
- Cruelty-Free, Eco-Friendly Products and Packaging
ONLY YOURrx Product Lines

- Clinical Skin Care
- Eye Care
- Serums
- Sensitive Care
- ExfoGel AHA
- Acne Care
- Solar Care
- Body Care
WHAT IS SO SPECIAL ABOUT ONLY YOURRx?

• Over 37 Years Proven Results
• Exclusivity
• A Fail-Proof System
• Greater Profit Margin
• Tools for Success
• Ongoing Education With AIE
• Unsurpassed Support
ONLY YOURRx Skin Care
and
The American Institute of Esthetics

Present

DERMA SOLUTIONS™
DERMAPRINT™ SKIN ANALYSIS MADE EASY

Professional Skin Care, Inc.
And
The American Institute of Esthetics
Present
DermaSolutions™
DermaPrint™ Skin Analysis Made Easy
OUR MANTRA:

FOLLOW THE INSTRUCTIONS

The System Works!

OUR MANTRA

FOLLOW THE INSTRUCTIONS

THE SYSTEM WORKS
Step 1: Determine Skin Type

To Retail The Appropriate Home Care

Recommend appropriate homecare products based on skin type.
DERMA SOLUTIONS™

Our Unique System Lets You Easily, Logically And Correctly Prescribe An Individualized Program Of In-salon Treatments And Home Care Products

DERMASOLUTIONS™

Our Unique System Lets You Easily, Logically And Correctly Analyze Skin Conditions, Then Customize The Special Combination Of In-salon Treatments And Homecare Products That Every One Of Your Different Clients Wants And Really Needs.

DermaSolutions™
Includes everything you need to have a successful skincare business:
Clinical Skin Care, Sensitive Care, Acne Care, ExfoGel AHA, Solar Care, Eye Care, Serums

Consultation Supplies – Record Keeping
• DermaPrint™ Skin Analysis form, Client History Folder, Client Homecare Brochures and Treatment Series Brochures
• Corrective Treatments with Instruction Sheets for each treatment

Marketing Support
Travel kits, postcards, displays, product brochures, posters, counter cards, shopping bags, Coop advertising

Education
American Institute of Esthetics - product knowledge and advanced classes online; Product Knowledge Manual, Class Workbooks
Our exclusive clinical skin analysis is the most scientific, effective skin analysis system in the professional skin care industry. It is the only proactive and corrective system that addresses multiple, complex combinations of skin conditions, then guides you to the right in-salon treatment, treatment series and custom blended home care products to correct the skin conditions.
Our DermaPrint Skin Analysis will guide you to:

Determine Skin Type – so you can:

Recommend Products for Home Care.
SKIN ANALYSIS RULES

**Rule 1: You Are The Professional**
- That Is Why The Client Came To See You

**Rule 2: Schedule New Clients In The Afternoon**
- Do not cleanse skin or remove makeup
  - So you can See Oil Production
  - Feel Oil Production

**Rule 3: Make Each Client Feel Special**
- Good Listening Skills
- Acknowledge Client Concerns

Before we get started with our analysis, here are 3 rules to help you:

**RULE 1: You Are The Professional – That’s Why The Client Came To See YOU**
- Do not believe everything they tell you about their skin. Clients tend to exaggerate conditions, or not be aware of them at all. Most clients will describe their skin as:
  - “combination” or “sensitive”
  - oilier than it really is
  - drier than it really is

**RULE 2: Schedule New Clients In The Afternoon**
- It is best to schedule new clients in the afternoon so you can see and feel their oil production.
- Some clients won’t know what time they get oily - which is the question we ask them to help us in making our skin type determination.

**RULE 3: Every Client Wants To Feel That He Or She Is Special**
What are some things we can do to make them feel special?
- Use good listening skills & acknowledge client’s particular concerns.
- Find something positive to say about their skin, their appearance, etc
- Thank them for giving you the opportunity to gain them as a client.
The Client History Folder is your main source of information while treating your clients skin. It will enable you to gather valuable information including lifestyle, genetic and environmental factors, medical history, medications taken, sensitivities, allergies, current skin care regimen - all the important factors that could affect the skin.

For in-depth information on the Client History Folder please review the ONLY YOURx 'How To Conduct a Client Consultation' class.
TYPICAL SETTING - SKIN ANALYSIS

- DermaPrint™ Form
- Client File Folder
- Retail Product Testers
- Magnifying Lamp
- Highlighter Pen
- Client Homecare Cards
- Mirror – To Explain Findings
- Hand Sanitizing Product

SETTING FOR A DERMAPRINT SKIN ANALYSIS

This can be done in a corner of the retail area, in a separate room or in the treatment room. The most important thing is to make the client feel at ease.

- To analyze the skin you will need a DermaPrint form, Client File Folder and a highlighter pen.
- Testers of retail products should be in the area to recommend and explain the client’s homecare regime, along with the Client Homecare Cards.
- You must be able to wash or sterilize your hands before touching the client’s skin. We recommend a no-wash hand sanitizer. A mirror is useful to explain your findings to the client.
- A magnifying lamp to help with the skin analysis.
- A comfortable chair will allow the client to feel at ease.
CONSULTATION ITEMS NEEDED

Client File Folder
An extremely important tool, the Client File Folder provides full details of the client’s present skin care routine, allergies, medication, medical history, diet, lifestyle and environmental factors that affect the health of the skin. It is also used to record the appointment dates, treatments given, products purchased, as well as a file to keep the client’s DermaPrint Skin Analysis form and custom blended formulas.

DermaPrint™ Skin Analysis Form and Highlighter Pen
The heart of DermaSolutions™, the DermaPrint™ form is the key to recommending appropriate skin care products and in-salon treatments, all geared for your client’s specific needs.

Series Brochures
Explains treatment benefits and treatment procedures for each of the five Treatment Series Programs.

Client Home Care Cards
The heart of DermaSolutions™, the DermaPrint™ form is the key to recommending appropriate skin care products and in-salon treatments, all geared for your client’s specific needs.
TO BEGIN:

Use Section 1 of your DermaPrint Skin Analysis Form to Determine Skin Type
5 DermaPrint Skin Types are:
1. Dry
2. Normal to Dry
3. Normal / Combination
4. Normal to Oily
5. Oily

The DermaPrint Skin Types are easily determined since they are simply based upon the amount of sebum (or oil) that is produced by the sebaceous glands.

The type of skin a client may have is influenced by:
- Genetics – hereditary factors
- Lifestyle – diet, stress, smoking, alcohol, etc.
- Environment – moisture content of the air and temperature affects the degree of oiliness.
- Aging – the degree of oiliness or dryness does not change dramatically, but rather over a period of time, and is most commonly related to aging and decreasing activity of the sebaceous gland.
5 DERMAPRINT SKIN TYPES

The most telling factor in determining skin type is the oil zone. Commonly called the “t-zone” this is the area of the face where the sebaceous glands are producing sebum (oil). Almost everyone has active sebaceous glands in the nasal area even the very dry, low oil producing skins. That is why open comedones (blackheads) in the nasal area are so very common.

The Oil Zone is shown as the Shaded Area on the Faces of each skin type.
The size of the sebaceous gland directly relates to the amount of oil that it will produce. However, the production of sebum by the gland can be altered, so you cannot rely totally on this factor.

What factors play a role in decreasing sebaceous gland output?
• Certain medications such as Accutane
• Birth control hormones that are estrogen dominant
• Aging (mid-thirties on)
• Pregnancy (last two trimesters)

What factors play a role in increasing sebaceous gland output?
• Increase in circulating progesterone (10-14 days prior to menstruation)
• Pregnancy (first trimester)
• Birth control hormones that are androgen dominant
STEP ONE: DETERMINE SKIN TYPE

There Are 3 Steps To “Determine Skin Type”

- Determine Range Of Follicle Size
- Determine What Time Oil Surfaces
- Determine Oil Zone Width

A. Determine the range of follicle size
B. Determine what time the oil surfaces
C. Determine Oil Zone width
SKIN TYPE ANALYSIS STEPS

A. Visual Analysis
   • Follicle Size

B. Ask Client
   • What Time Does Oil Surface

C. Physical Analysis: See And Feel
   • Width Of Oil Zone

The DermaPrint Skin Analysis Steps

To Determine Skin Type:

A. Visual Analysis
   - To Determine The Range Of Follicle Size

B. Ask The Client
   What Time Oil Surfaces

C. Physical Analysis
   - To See And Feel The Width Of The Oil Zone
STEP A: DETERMINE SIZE OF THE FOLLICLES

Here we can see the range of follicle sizes. Generally, the pore size varies on different areas of the face, being larger on the nose area and becoming smaller towards the outer face.

Once an individual begins puberty, oil production begins. At this time, the follicles enlarge to reflect the size of the sebaceous glands they service.

The larger the gland, the more oil it will produce during its peak oil-producing years from the teens through the mid-thirties.

It is during these years, that follicle size is a fairly accurate skin-typing tool. The follicles remain this same size for the rest of the individual’s life.
VISUAL ANALYSIS: FOLLICLE SIZE

Turn Head To Look Perpendicular At The Face

Gently Spread The Skin To Help See Range Of Follicle Size

STEP A: DETERMINE SIZE OF THE FOLLICLES

Turn head to look perpendicular at the face.
Gently spreading the skin will help you to see the range of follicle size on the face.
Determine the largest size of the follicles on the face (look at the nasal area).
If needed, use a magnifying lamp to determine the range of follicles.
STEP A: SKIN TYPE ANALYSIS

VISUAL ANALYSIS: LOOK At Follicle Size

When determining range of follicle size, determine the largest size of follicles from the following choices on the DermaPrint form:

1. Very Small
2. Small
3. Medium
4. Large
5. Very Large

We have determined that the largest follicle size on our model client is "medium."
STEP A: SKIN TYPE ANALYSIS

VISUAL ANALYSIS: LOOK at Follicle Size

1 Dry
2 Normal to Dry
3 Normal / Combination
4 Normal to Oily
5 Oily

Highlight The Next Two (2) Sizes Smaller To The LEFT

Always Marking THREE (3) Boxes Assists In Pinpointing The Exact Skin Type

DETERMINE SIZE OF THE FOLLICLES

Once you've determined the largest size of follicle, highlight the next two sizes smaller (to the left).

For our example client, after choosing “Medium” as the largest follicle size, you would then highlight “Small” and “Very Small”

Always marking 3 boxes will help pinpoint the exact skin type when you are done with all three steps in “Determining Skin Type.”
STEP A: SKIN TYPE ANALYSIS
VISUAL ANALYSIS: LOOK at Follicle Size

Always mark 3 boxes that best describes the client.

Very Large
Large
Medium
Small
Very Small

STEP A: DETERMINE SIZE OF THE FOLLICLES

When highlighting follicle size, always mark 3 boxes showing the range of follicle size – highlighting the largest size first and then highlighting the other 2 boxes to the left of it.

Our example client has a range of “Very Small, Small and Medium” follicles.

The process of “always marking 3 boxes for follicle size” will help pinpoint the exact skin type when you are done with all three steps in determining Skin Type.

Occasionally, you will come across a client that appears to have one follicle size over the entire face. You will still mark 3 boxes.

The following will help you mark the appropriate 3 boxes:

If the largest follicle size is “Very Large”, then also highlight “Large” and “Medium.”
If the largest follicle size is “Large”, then also highlight “Medium” and “Small.”
If the largest follicle size is “Medium”, then also highlight “Small” and “Very Small.”
If the largest follicle size is “Small”, then also highlight “Medium” and “Very Small.”
If the largest follicle size is “Very Small”, then also highlight “Medium” and “Small.”
STEP B: SKIN TYPE ANALYSIS
TIME OF DAY OIL SURFACES

QUESTIONS TO ASK CLIENT:
1. What Time Do You Cleanse Your Skin In The Morning? (Example 6 Am)
2. What Time Of Day Do You See Or Feel Oil On Your Face? (Example 5 Pm)

Figure The Number Of Hours From Cleansing To Oil Surfacing
Example: From 6 Am Cleansing To 5 Pm Oil Surfacing Is 11 Hours

DERMAPRINT SKIN TYPE ANALYSIS STEP B

TIME OF DAY OIL SURFACES

QUESTIONS TO ASK THE CLIENT:

1. At what time do you cleanse your skin in the morning?

2. What time of day do you see or feel oil on your face?

Figure the number of hours from cleansing to oil surfacing. For example, the client cleanses skin at 6:00 am and sees oil on her skin around 5 pm. That would be 11 hours between cleansing and oil surfacing.
**ASK CLIENT WHAT TIME OIL SURFACES**

Time of day references on the chart reflect when the oil will surface after the morning cleansing.

Our example client has a range of 10 to 11 hours, when oil surfaces.
**STEP B: SKIN TYPE ANALYSIS**

**TIME OIL SURFACES**

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dry</td>
<td>Normal to Dry</td>
<td>Normal / Combination</td>
<td>Normal to Oily</td>
<td>Oily</td>
</tr>
</tbody>
</table>

**Follicle Size**

- Very Small
- Small
- Medium
- Large
- Very Large

**Time Oil Surfaces**

- 12-14 hrs
- 10-11 hrs
- 7-9 hrs
- 4-6 hrs
- 1-3 hrs

**ALWAYS MARK 2 BOXES THAT BEST DESCRIBES THE CLIENT**

Mark The First Box To The LEFT

Dry Skin - Oil surfaces 12 - 14 hours after cleansing (or never)
Normal to Dry Skin - Oil surfaces 10 - 11 hours after cleansing
Normal / Combination Skin - Oil surfaces 7 - 9 hours after cleansing
Normal to Oily Skin - Oil surfaces 4 - 6 hours after cleansing
Oily Skin - Oil surfaces 1 - 3 hours after cleansing (or immediately)

Since this factor is not an 'exact' time, but a range within a few hours, you would mark 2 boxes that best describe the time-frame of oil surfacing. First, mark the box with the range of time. Our example client has a range of 10 to 11 when oil surfaces. Then mark the next box to the left. Our example client, would be 12-14 hours.
STEP C: SKIN TYPE ANALYSIS

*Physical Analysis*

- **See:** The Sheen
- **Feel:** Determine Width Of Oil Zone
  - To Determine If It Is Really Sebum Or Moisturizer

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**PHYSICAL ANALYSIS**

The Physical Analysis means to

- See the Sheen and

- Actually feel the skin to determine the Width of the Oil Zone (also to determine if it is really sebum or is it moisturizer)
STEP C: SKIN TYPE ANALYSIS

Physical Analysis – Inspection
See The Sheen

Take Client’s Chin & SLOWLY Move Client’s Head Side To Side Allowing At Least 3 Seconds Between Transitions

PHYSICAL INSPECTION OF THE SKIN

SEE: THE SHEEN

Take client’s chin and slowly move client’s head side to side allowing at least 3 seconds between transitions.

Signs of active oil glands include:

- Shiny appearance
- Visible oil on the skin’s surface
- Open and closed comedones
DERMAPRINT SKIN TYPE ANALYSIS STEP TWO

DETERMINE IF SEBUM OR MOISTURIZER

Questions To Ask Client:
1. Did you apply moisturizer today and if so, at about what time?
2. What kind of moisturizer are you using? Is it light, medium or heavy consistency?

Note: Moisturizer feels ‘slippery’
Oil feels ‘greasy’, ‘waxy’ or ‘sticky’

Remember, Moisturizer feels “slippery”;
Oil feels “greasy”, “waxy” or “sticky”
PHYSICAL INSPECTION OF THE SKIN

FEEL: DETERMINE ACTUAL OIL PRODUCTION ZONE

Place index fingers (up) on each side of the outer face at the ear area. Slowly and with light pressure on the skin, slide fingers in towards the nose, feeling for outer edges of the oil production zone.

To feel for the oil zone, you must do it from the outer face in towards the nose. If done the opposite way (starting with fingers on nasal area and sliding out towards outer face), oil on your fingertips will spread into an area that may not be oily.

Find the outer edge of the active oil gland bed, and put your hands (palms facing inward) along it. Compare which of the five skin type zones, the oil zone you have marked most closely matches.
**STEP 3 – SKIN TYPE ANALYSIS**

<table>
<thead>
<tr>
<th>Width of Oil Zone</th>
<th>Choose From The Above Choices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Dry</td>
<td>Very Small</td>
</tr>
<tr>
<td>2 Normal to Dry</td>
<td>Small</td>
</tr>
<tr>
<td>3 Normal / Combination</td>
<td>Medium</td>
</tr>
<tr>
<td>4 Normal to Oily</td>
<td>Large</td>
</tr>
<tr>
<td>5 Oily</td>
<td>Very Large</td>
</tr>
</tbody>
</table>

**Follicle Size**
- Very Small
- Small
- Medium
- Large
- Very Large

**Time Oil Surfaces**
- 12-14 hrs
- 10-11 hrs
- 7-9 hrs
- 4-6 hrs
- 1-3 hrs

**OIL ZONE**
- Nasal Area Only
- Inside Edge of Eye
- Inside Edge of Iris
- Outside Edge of Eye
- Entire Face Area

**WIDTH OF OIL ZONE**

Choose from the above choices.
**MARK 1 BOX THAT BEST DESCRIBES THE CLIENT**

**DETERMINING WIDTH OF OIL ZONE**

After seeing and feeling the oil zone, mark 1 box that best describes the client from our chart, with the shaded areas depicting the oil zone.

- Nasal Area Only
- Inside Edge of Eye
- Inside Edge of Iris
- Outside Edge of Eye
- Entire Face Area

Our example client's oil zone is “Inside edge of eye.”
CONSIDER ALL FACTORS TO DETERMINE SKIN TYPE

1. Dry
2. Normal to Dry
3. Normal / Combination
4. Normal to Oily
5. Oily

Follicle Size
- Very Small
- Small
- Medium
- Large
- Very Large

Time Oil Surfaces
- 12-14 hrs
- 10-11 hrs
- 7-9 hrs
- 4-6 hrs
- 1-3 hrs

OIL ZONE
- Nasal Area Only
- Inside Edge of Eye
- Inside Edge of Iris
- Outside Edge of Eye
- Entire Face Area

MARK 3 – 2 – 1
CIRCLE SKIN TYPE

DETERMINING WIDTH OF OIL ZONE

After seeing and feeling the oil zone, mark 1 box that best describes the client from our chart, with the shaded areas depicting the oil zone.

Nasal Area Only
Inside Edge of Eye
Inside Edge of Iris
Outside Edge of Eye
Entire Face Area

Our example client’s oil zone is “Inside edge of eye.”
Determine Skin Type

Find a Partner and Determine Each Other’s Skin Type

Using Your Partner’s DermaPrint™ Form
Determine Your Partner’s Skin Type
(20 Minutes – 10 Minutes Each)

Determining Skin Type Exercise

Please find a partner and do Section 1 of the DermaPrint form – Determine your partner’s Skin Type using your Partner’s DermaPrint form, then exchange roles.

We will do this exercise again this afternoon with the same partner so that you can see why we recommend doing a DermaPrint skin analysis in the afternoon with first-time clients.

Please note: If you are not in a classroom setting and a partner is unavailable, take a few moments to review the 3 steps in Determining Skin Type before proceeding with the class.
RECOMMEND AND SELL A HOMECARE REGIMEN

Now that you have learned how to determine Skin Type, you are ready to recommend and sell a homecare regimen for each of the five skin types.

As you can see, using the DermaPrint™ Skin Analysis form is vital in determining your client’s exact skin type. It not only assists you in determining the correct skin type, but also shows the client your use of tangible steps in determining a homecare regimen that will be suited for his or her skin.
6 - 4 - 5
A COMPLETE SET OF 6 PRODUCTS
4 EACH OF THE
5 SKIN TYPES

To Adjust Each Skin Into An Optimum Balance

<table>
<thead>
<tr>
<th>Skin Type</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Dry</td>
<td>Rehydrate Tissue</td>
</tr>
<tr>
<td>2 Normal to Dry</td>
<td>Normalize Moisture</td>
</tr>
<tr>
<td>3 Normal / Combination</td>
<td>Maintain Balance</td>
</tr>
<tr>
<td>4 Normal to Oily</td>
<td>Normalize Secretion</td>
</tr>
<tr>
<td>5 Oily</td>
<td>Control Oil</td>
</tr>
</tbody>
</table>

Remember that we are discussing the degree of oiliness as we move either way on the chart. Differences between each type will tend to be subtle compared to the skin type right next to it, but dramatic when compared to either end of the range.
Each of our 5 Skin Types has its own unique set of problems and goals. With this in mind, the Clinical products were specifically formulated to meet the needs of each specific skin type.

The Clinical Skin Care Products are the core of the ONLY YOURx system and provide a complete selection of products in both retail and professional size.

Our products contain the highest concentration of active ingredients from plant extracts, natural minerals, vitamins and proteins that were specifically chosen to deliver superior results.

All products are non-comedogenic, not tested on animals and are paraben and sulfate free.

See the “Clinical Skin Care” chapter for detailed information on all of the Clinical products and specialty products – Corrective Serums, Eye Care and Solar Care.
3 STEP HOME CARE SYSTEM

**Pro-Active CLEANSING**

1. **CLEANSE**
   - Cleanse: mask-scrub
     - Purge
     - Exfoliate
   - Toner
   - Gel + Cream or Sunblock
   - Moisturize: hydrate, seal, sun

2. **TONIC**
   - Balance
   - Prepare
   - Toner
   - Gel + Cream

3. **MOISTURIZE**
   - Hydrate
   - Seal
   - Sun

**AM**

**PM**

**IN THE MORNING:**
1. Cleanse by applying a mask, let it stay on the skin anywhere from 5 to 20 minutes, depending on time available. Hop in the shower, apply a small amount of scrub and gently scrub the mask. (There is no need to begin with a cleanser since the skin was cleansed the night before).

This is a ProActive Cleansing system to help purge the skin of follicular congestion and exfoliate dead skin cells.

1. After shower, follow with Toner by spraying onto face and neck, to balance the skin and prepare it for moisture.

2. Apply Gel and follow with Cream and/or Sunblock. The Gel hydrates the skin and the Cream and/or Sunblock seals in the moisture and protects the skin from the environment.

**In the Evening:** Cleanse with the Cleanser, follow with Toner and then the Gel and Cream.

**Note:** This routine can be adjusted according to skin tolerance and Esthetician’s recommendation. Also, the AM and PM cleansing routine may be switched.
AM CLEANSING: MASK & SCRUB

When Mask Is Applied:

• Skin’s Nerve Endings Convey Signals To Brain
• Brain Triggers Immune System Of Perceived Foreign Substance
• Excess Blood Serum Directed To Area
  – Fluid (Lymph) & White Blood Cells (Lymphocytes)
• Lymphocytes Cross Through Capillaries
  – Accumulate Excess Moisture – HYDRATES SKIN
  – At Same Time, Excess Blood Stimulates Eccrine Gland
  – Fluid From Eccrine – 99% Water
• Fluid Puts Pressure On Follicles
  – Purge Impactions
• Scrub Removes Mask, Impurities
  – Exfoliates Dead Cells

2 STEP MORNING CLEANSING

MORNING CLEANSING: MASK & SCRUB
A mask should be applied to totally cover the skin and prevent any exchange between the skin and the environment. This form of application creates a suffocation of the tissue and induces physiological processes for the rapid elimination of waste products.

Once the mask is applied, the skin’s nerve endings convey signals to the brain, that the tissue is being suffocated. The ingredients of the mask, no matter how sedative the action, are perceived as foreign substances to the tissue. Because of this perceived threat, the brain triggers the body’s immunological system to begin an attempt to neutralize the reaction taking place on the surface of the skin.

Excess blood serum is directed to the area. This serum contains a tremendous amount of fluid (lymph) and white blood cells, particularly lymphocytes. These sensitive lymphocytes cross through the capillary walls and begin, through a chemical process, to accumulate excess moisture within the tissue. At the same time, the excess amount of blood stimulates the eccrine gland and a subsequent production, or excretion, of its waste products is activated.

Scrub is applied in gentle circular motions to remove the mask. This should be done in the shower to first moisten the mask. This will remove not only the mask, but will also remove impurities and dead skin cells, leaving the skin fresh, clear and smooth.
2 - STEP CLEANSING SYSTEM: MASK & SCRUB

During the initial consultation, we explain the 2-step cleansing system to the client as a “skin tip” to help indirectly kick-start the skin and get it functioning healthier.

When the Mask is applied:

- Nerve endings convey signals to brain (foreign material)
- Brain triggers immune system
- Excess blood serum is directed to the area
- Fluid (lymph) & white blood cells (lymphocytes)
- Lymphocytes cross through capillaries
  * accumulate excess moisture – this **HYDRATES THE SKIN**
2 STEP AM CLEANSING SYSTEM: MASK & SCRUB

At same time, excess blood stimulates the Eccrine Gland
- sweat glands that excretes waste products is 99% water

This helps the skin to purge
AM CLEANSING: MASK & SCRUB

When Mask Is Applied:

- Purges Impactions
- Scrub Removes Mask And Impurities

AM - 2 - STEP CLEANSING SYSTEM: MASK & SCRUB

The scrub removes the mask along with impurities and dead skin cells.
AM CLEANSING SYSTEM: MASK & SCRUB

PRO-ACTIVE CLEANSING

This morning cleansing kick-starts the skin’s ‘self-cleansing mechanism’ (lymph and blood circulation) which helps maintain a healthy functioning skin.

It leaves the skin:
- Clear
- Smooth
- Hydrated
- Radiant

Note:
For most skin types, this daily cleansing is fine.
The client can opt to do this in the evening instead of the morning.
Clients with chronically sensitized skin, inflamed acne, rosacea and other sensitized conditions, should be directed by the Esthetician as to how often this morning cleansing should take place.
THE SKIN’S MOISTURE SYSTEM

The epidermis holds large amounts of water.

The germinative layer holds about 80% up to the corneum layer, which only holds about 10% water.

Water is held in spaces between cells. The skin’s capacity to retain water decreases with age, making it more vulnerable to:
- dehydration, wrinkles, sensitivity
- cells held together & surrounded by lipids (oil) called “cellular cement”
- plays crucial role in skin’s water retention ability by acting as barrier
- to trap water & prevent water loss
- gel & cream moisture system mimics and restores skin to healthy balance

Our gel & cream moisture system ‘mimics’ the skin’s natural moisture system and restores the skin to a healthy, hydrated balance.
MOISTURIZING: GEL + CREAM

The Skin’s Moisture System Contains Oil (Lipids) That Holds Water (Hydro) Between Cells – Needed To Keep Skin Soft, Flexible & Firm

**GEL HYDRATOR (Hydro-Lipidic)**
- Contain Humectants (Panthenol, Sodium PCA, Aloe Vera, Etc)
- Acts Like Moisture Magnet, Pulls Water Between Cells
- Directly Increases Stratum Corneum’s Moisture Content

**CREAM AND/OR SUNSCREEN (Hydro – Lipidic)**
- Locks In Moisture
- Aids Lipid Barrier Protection (Sunflower Oil, Dimethicone Etc)
- Protects Skin From Environment (Sun, Weather, Pollution)

Duo MOISTURIZING SYSTEM

The skin’s moisture system contains oil (lipids) that holds water (moisture) between cells – needed to keep skin soft, flexible & firm.

1st – GEL HYDRATOR
- Contain humectants such as Panthenol, Sodium PCA, Aloe Vera, etc.
- These are humectants that act like moisture magnets and pull water between the cells.
- This directly increases the Stratum Corneum’s moisture content.

2nd – MOISTURE CREAM AND/OR SUNBLOCK
- The moisture cream and sunscreen lock in moisture.
- They contain ingredients that aid in barrier protection, such as Hybrid Sunflower Oil, Dimethicone, etc. We only use non-comedogenic moisture sealants.
- They protect the skin from the environment – from the sun, weather and pollution.

**Note:** If your client does not want to use both a moisture cream and sunscreen over the gel, we always recommend using a sunscreen for daily protection and then use the moisture cream at night to nourish and balance the skin.
The home care card is an effective tool that explains how to use the home care products for both day and night time routine. Customers are more apt to purchase products when given specific instructions to follow at home.

*The Front Side Of The Home Care Card Describes:*

**Characteristics Of The Skin Type**
- Such As Oil Zone And Follicle Size,

**Common Problems**
- Such As Resistive Blackheads And Dehydration

**Goals In Treating The Skin**
- Such As Normalize The Moisture Level,
- Dissolve Blackheads
- And Combat Surface Dehydration.
HOME CARE REGIMEN CARD

Explain & Sell Retail

Our Unique concept

Recommended Homecare

How to Use Each Product

Recommended Homecare

Home Care Cards To Explain & Sell Products

Inside The Home Care Card:

1. **Explains Our Unique Concepts In Skin Care** –
   Mask and Scrub Proactive Cleansing
   Duo Moisture System

2. **Skin Care Regime Instructions** -
   How to Use Each Product, Numbered in Order –
   Cleanse, Tone, Hydrate and Lock in Moisture

3. **Product Names & Description**
   The Product Names and Description of Products

4. **Custom Blended Home Care Suggestion** –
   To Expressly Meet the Individual Needs of Your Client’s Skin
HOME CARE REGIMEN CARD

Excellent Selling Tool “Explain & Sell Retail”

Homecare Product and Additional Product Info are Fully Explained In Brochure

HOME CARE CARDS TO EXPLAIN & SELL PRODUCTS

The Center Panel Of The Back Side Of the Home Care Card Describes Our Eye Care Products And How To Use Them.

The Backside Describes The Company And General Product Information.

There Is An Area Here For The Salon To Put The Salon Name, Address, Phone Number And Logo.
DERMA SOLUTIONS™

• You Have Learned How To:
  – Determine Skin Type
  – Explain & Demonstrate Our Unique 3 Step Homecare System

NOW YOU’RE READY TO
RECOMMEND & SELL
A HOME CARE REGIMEN FOR ANY CLIENT

DERMASOLUTIONS

YOU HAVE LEARNED HOW TO

DETERMINE SKIN TYPE

EXPLAIN & DEMONSTRATE OUR UNIQUE
3 STEP HOMECARE SYSTEM

NOW YOU’RE READY TO RECOMMEND & SELL A HOME CARE REGIMEN FOR EACH SKIN TYPE
LET’S TAKE A 10 MINUTE BREAK

After Break,
We Will Begin
DermaPrint™
Part II

THE END

OF PART I

You Are Now Ready For

Part II
6 billion faces in the world  Custom blended just for you
We think every one is different  We offer 6 billion possibilities

We think every one is different